

HOTEL STEWART

SAN FRANCISCO
Geary Street, just off Union Square
European Plan \$1.50 a day up
Breakfast 50c Lunch 50c Dinner \$1.00
Best of the city in the United States
New steel and concrete structure.
350 rooms, 250 connecting
bathrooms. Homelike com-
fort rather than unnecessarily
expensive luxury. In center of
theatre, cafe and retail districts.
On car lines transferring all
over city. Take municipal car-
line direct to door. Motor Bus
meets trains and steamers.
Hotel Stewart is recognized as Ha-
waiian Island headquarters. Cable
address "Stewart" A B O Code.
J. H. Love, Honolulu representative.

PLEASANTON HOTEL

LUXURIOUS AND
COMFORTABLE
STRICTLY FIRST CLASS
100 ROOMS 50 BATHS

Wahiawa Hotel

Nearly 1000 feet elevation; near de-
pot; grand scenery; fine bass fishing.
For particulars address E. L. KRUESS
Wahiawa. Phone 6383.

HEINIE'S TAVERN

Most Popular Beach Resort in
the City.
Rumors that are Right—
American and European Plan.
"On the Beach at Waikiki"

SHOE

Best
grade
of work
done on
Men's
Women's
and Chil-
dren's
Shoes.

Manufacturers' SHOE
STORE

Laundry—

Messenger Boy
Phone 3461

SPRING MILLINERY

Confections of unusual beauty
MISS POWER, Boston Bldg.

Silva's Toggery

Limited
"THE STORE FOR GOOD
CLOTHES"
Elmer Building, King Street.

Territorial Agents for

STANDARD GAS ENGINES
Honolulu Iron Works Company

PURE ICE

Quick Service
Courteous Treatment
OAHU ICE CO.
Phone 1128

Big stock of
brushes for
all purposes.
LEWERS & COOKE, Ltd.

NOTHING COUNTS LIKE
SERVICE—WE GIVE IT.
KERSHNER VULCANIZING
CO., LTD.
1177 Alakea St. Phone 2484.
Pick and Miller Tires.

McInerney Park

Elegant Lots
CHAS. DESKY, Agent
Merchant, near Fort

MILLINERY

HONOLULU HAT CO.
Hotel St., near Bethel

Canton Dry Goods
Company
Hotel St., near Bethel St.

The Men's Style Center

The syndicate for the supervision of
the importation of iron, steel, and
other metals under the Societe Sussie
de Surveillance has been organized
at Zurich and began its operations
January 1, 1916.

CORPORATION NOTICES.

ELECTION OF OFFICERS.

HONOLULU JAPANESE SAKE
BREWING CO., LTD.

At the annual meeting of the stock-
holders of Honolulu Japanese Sake
Brewing Co., Ltd., held on the 22nd
January, 1916, the following officers
were elected for the ensuing year:
President T. Sumida
Vice-President D. Yonekura
Secretary-treasurer T. Iwanaga
Auditor M. Kawahara
Director M. Yamasaki
Director T. Usui
The above also constitute the board
of directors.

T. IWANAGA,
Secretary.
6389-3t

ELECTION OF OFFICERS.

S. KIMURA & CO., LTD.

At the annual meeting of the stock-
holders of S. Kimura & Co., Ltd.,
held on the 26th January, 1916, the
following officers were elected for the
ensuing year:
President T. Iwanaga
Vice-President Y. Takakura
Secretary-treasurer T. Takenouchi
Auditor A. K. Ozawa
Director W. Motohighe
Director M. Iwanaga
The above also constitute the board
of directors.

T. TAKENOUCHI,
Secretary.
6389-3t

ELECTION OF OFFICERS.

At the annual meeting of the Bitu-
lithic Paving and Concrete Co., Ltd.,
held at the office of the Company, 832
Fort Street, Honolulu, on January 21,
1916, the following directors were
duly elected to serve for the ensuing
year:

J. A. Gilman
John Waterhouse
H. G. Dillingham
W. B. Warren
A. F. Gilman
At a subsequent meeting of the
directors the following officers were
duly elected to serve for the ensuing
year:
President J. A. Gilman
Vice-President John Waterhouse
Treasurer H. G. Dillingham
Secretary A. F. Gilman
Auditor E. M. Campbell
Honolulu, January 21st, 1916.
A. F. GILMAN,
Secretary, Bitulithic Paving & Con-
crete Co., Ltd.
6389-3t

ANNUAL MEETING

KAHULUI RAILROAD COMPANY

Notice is hereby given that the an-
nual meeting of the stockholders of
Kahului Railroad Company will be
held at the office of the Company,
Stangenwald Building, Honolulu, T. H.,
on Thursday, the 10th day of Feb-
ruary, 1916, at 2:30 o'clock p. m.
JOHN GUILD,
Secretary.
Honolulu, January 29, 1916.
6389-12t

ANNUAL MEETING.

EAST MAUI IRRIGATION COMPANY
LTD.

Notice is hereby given that the an-
nual meeting of the stockholders of
East Maui Irrigation Company, Limited,
will be held at the office of the
Company, Stangenwald Building, Hon-
olulu, T. H., on Thursday, the 10th
day of February, 1916, at 2:00 o'clock
p. m.

JOHN GUILD,
Secretary.
Honolulu, January 29, 1916.
6389-11t

ANNUAL MEETING.

Home Insurance Co. of Hawaii, Ltd.

Notice is hereby given that the an-
nual meeting of the shareholders of the
Home Insurance Company of Ha-
waii, Limited, will be held at the of-
fice of the company, 36 King street
corner of Fort, of the City and County
of Honolulu, Territory of Hawaii,
Thursday, February 10th, 1916, at 4
o'clock p. m.

NORMAN WATKINS,
Secretary, Home Insurance Co. of
Hawaii, Ltd.
Honolulu, Hawaii, February 2, 1916.
6387-7t

ANNUAL MEETING.

Notice is hereby given that the an-
nual meeting of Oahu Sugar Company,
Limited, will be held at the office of
the company, Hackfeld Building, Hon-
olulu, T. H., on Wednesday, February
16, 1916, at 10 o'clock a. m., for the
election of a Board of Directors to
serve for the ensuing year, and the
transaction of such other business as
may properly come before the meeting.

J. F. C. HAGENS,
Secretary.
Honolulu, T. H.,
February 1, 1916.
6387-Febr. 2, 8, 15

ANNUAL MEETING.

Notice is hereby given that the an-
nual meeting of the stockholders of
Wahalea Water Company, Limited,
will be held at the office of the com-
pany, Hackfeld Building, Honolulu, T.
H., on Wednesday, February 16, 1916,
at 10:30 o'clock a. m., for the elec-
tion of a Board of Directors to serve
for the ensuing year, and the trans-
action of such other business as may
properly come before the meeting.

J. F. C. HAGENS,
Secretary.
Honolulu, T. H.,
February 1, 1916.
6387-Febr. 2, 8, 15

The syndicate for the supervision of
the importation of iron, steel, and
other metals under the Societe Sussie
de Surveillance has been organized
at Zurich and began its operations
January 1, 1916.

LEGAL NOTICES.

IN THE UNITED STATES DISTRICT
Court for the Territory of Hawaii.
The United States of America,
Plaintiff, vs. A. Haneberg, et als., De-
fendants.

Action brought in said District
Court, and the Petition filed in the of-
fice of the Clerk of said District Court,
in Honolulu.

The President of the United States
of America, Greeting:
A. HANEBERG; JOHN H. ESTATE,
Limited, a corporation organized and
existing under and by virtue of the
laws of the Territory of Hawaii; E.
C. PETERS; J. A. MAGOON; KAM
SHEE; YOUNG TAU; SEE SUNG
WAI; OAHU SUGAR COMPANY,
Limited, a corporation organized and
existing under and by virtue of the
laws of the Territory of Hawaii;
HING CHONG; THE TERRITORY
OF HAWAII; JOHN BROWN, JAMES
BLACK, TOM WHITE, RICHARD
ROE, JOHN DOE, MARY BROWN,
SARAH BLACK, MARY ROE, JANE
DOE and CARRIE ROE, unknown
owners and claimants;

You are hereby directed to appear
and answer the Petition in an action
entitled as above, brought against you
in the District Court of the United
States, in and for the Territory of Ha-
waii, within 20 days from and after
service upon you of a certified copy
of Plaintiff's Petition herein, together
with a certified copy of this Summons.

And you are hereby notified that
unless you appear and answer as
above required, the said Plaintiff will
ask judgment and condemnation of the
lands described in the Petition herein
and for any other relief demanded in
the Petition.

WITNESS THE HONORABLE
SANFORD B. DOLE and THE HON-
ORABLE CHARLES F. CLEMONS,
Judges of said District Court, this
27th day of November, in the year of
our Lord one thousand nine hundred
and fifteen, and of the Independence
of the United States the one hundred
and fortieth.
(SEAL)

(Signed) F. L. DAVIS, Clerk.

(Memo—By order of Court:)

The foregoing suit seeks to con-
demn for military purposes land sit-
uate at north end of Waipio Point, Na-
hala, Waipio and Waialeale District, Is-
land of Oahu, Territory of Hawaii, as
shown on map 224-15, office Depart-
ment Engineer, U. S. Army, Honolulu,
including 10.63 acres rice; 2.76 acres
sugar; 1.18 acres salt marsh; and 5.46
acres of other land; this tract as de-
scribed in the petition has its point of
beginning on east side of road run-
ning in southerly direction from Wa-
pahu Railroad station and at a dis-
tance of about 1,970 feet along said
road from railroad crossing at a sta-
tion marked by a 3-inch iron pipe,
from which station Ewa Territorial
Triangulation Station bears by true
azimuth 232 degrees 28 minutes 30
seconds.

6382-Jan. 4, 11, 18, 25, Feb. 1, 8, 15
22, 29, Mar. 7, 14, 21, 28 Apr. 4

IN THE CIRCUIT COURT OF THE
First Judicial Circuit, Territory of
Hawaii—At Chambers—in Probate.
In the matter of the Estate of
Charles S. Bromwell, Deceased.

NOTICE TO CREDITORS.

The undersigned, having been duly
appointed Administrators of the estate
of Charles S. Bromwell, deceased,
hereby give notice to all creditors of
said deceased to present their claims
duly authenticated and with proper
vouchers, if any exist, even if the
claim is secured by mortgage upon
real estate, to them at the office of
Walter F. Dillingham, Stangenwald
Building, Honolulu, within six months
from the day they fall due, or the
same will be forever barred, and all
persons indebted to said estate
are hereby notified to make immedi-
ate payment to the undersigned as
such Administrators.

Honolulu, T. H., January 25, 1916.

WALTER F. DILLINGHAM,
FREDERICK P. REYNOLDS,
Administrators of the Estate of
Charles S. Bromwell, deceased.
Frear, Prosser, Anderson & Marx,
Attorneys for Administrators.
6380-Jan. 25, Feb. 1, 8, 15, 22.

NOTICE TO CREDITORS.

ESTATE OF WILLIAM KAULA
NAMAOU, DECEASED.
IN THE CIRCUIT COURT OF THE
First Circuit, Territory of Hawaii.
—At Chambers—in Probate.

In the matter of the Estate of Wil-
liam Kaula Namaou, deceased.

The undersigned, having been duly
appointed executrix of the will of
William Kaula Namaou, deceased,
hereby gives notice to all creditors
of said deceased to present their
claims, duly authenticated and with
proper vouchers, if any exist, even if
the claim is secured by mortgage on
real estate, to her at the office of
Lindsay & Lymer, 507 Stangenwald
Building, Honolulu, within six months
from the date of the first publication
of this notice, said date being Feb-
ruary 1, 1916, or within six months
from the day they fall due, or the
same will be forever barred.

Dated at Honolulu, T. H., February 1,
1916.

ISABELLE MANOUALANI NAMAOU,
Executrix of the will of
WILLIAM KAULA NAMAOU,
Deceased.

LINDSAY & LYMER,
Attorneys for Executrix.
Feb. 1, 8, 15, 22, 29 and Mar. 7, 1916.

DIVIDEND NOTICE

Stockholders of the Fashion Cloth-
ing Co., Ltd., are notified to call at
the store, 1114 Fort street, for their
dividends.

ED. K. WONGHAM,
Treasurer.
6390-3t

The pocket flask may be put out of
business by the discovery of a French
chemist, who has devised a process
by which all liquors may be solidified
and carried in the form of tablets.

A New York man left for France
recently with a stock of 1,000 wooden
legs. He expects to have no trouble
in disposing of them.

Home Course in Advertising

Talk Conducted in this Paper by Alex. F. Osborn, Instructor in Advertising, Pacific Y.M.C.A. High School

IN 90 CHAPTERS CHAPTER LXXI. A CHAPTER A DAY



CHAPTER LXXI.

HOW TO DECIDE AS TO MEDIA.

After all your detailed analysis of product and prospect, after your decision as to what plan of distribution to use, after all your organization work in the creation of your sales force, then you may consider the question: "What medium is best to carry the advertisement of my product to those whom analysis has pointed out as my prospective customers?"

Media are too often selected first, to the result that the primary questions are made to depend on that decision. That cart-before-the-horse error has caused many false starts in advertising campaigns. Because, of course, the analysis of product, prospect and distribution plan must decide the question of: "What media?"

For instance, it would be impossible to sell a mail-order house's product through street-car cards. Such selling usually requires the through-and-through persuasion of the person reading the advertisement. It requires more than mere suggestion. To get people to decide to send money away for something, you have to convince them that it is either cheaper or better than they could get elsewhere. Therefore, as a rule, mail-order selling requires a long, strong story. The street car card with its limitations would hardly be the place for such a message.

That is simply one of the many little points which suggest how the method of distribution may decide what medium should be used in advertising. First we must decide the question: "To whom are we going to sell this?" Then we get into our general distribution plan. Then we come down to details. Here, we are first met with this problem of what medium to use.

Every kind of medium has its advantages. The man with a broad, open mind who desires to buy space will probably be persuaded towards this kind, then the other kind—until he almost gets to believe that every one is best. And the question of copy will help determine the final selection, just as the choice of medium will influence the question of copy, and, in a way, will decide what kind of copy you should use. For instance, if you decide to use street car cards, you have to use a certain kind of copy which is terse, short, and simply suggestive, but which, incidentally, can be used in connection with colors to the result of excellent display value.

If, on the other hand, you will use magazines, you will probably use a beautiful half tone of a photographic effect. Also, if you care to, you can use a long story in your space, because, in the magazine, it will be readable. On the other hand, if you choose the newspaper, you know that, as a rule you will have to limit yourself to a certain kind of a line cut or zinc etching. And, yet, with the newspaper, you know that you can take advantage of every element of timeliness. You need not make the mistake of a tailoring concern which used magazines and which tried to make use of the timely element. Unfortunately, some national magazines have to close their forms many weeks in advance of issue. As a result, these tailoring people came out in the fall with a \$4000 ad showing something that did not happen. They showed Connie Mack and McGraw dressed in their product and announced them as the principals in the World's Series, whereas during the month previous the Boston Braves had come to the front and Stallings had taken the place of McGraw.

If they had used newspapers, this concern could have changed their ad the night before. So, you see, it is rather dangerous to try to use timely copy in the magazines, unless their connection is with events which are sure to come, such as Christmas.

So, your method of distribution will not only decide what kind of medium to use, but also will decide on the kind of copy. All these points, in turn, will be previously decided by a general analysis of product and of prospect. In other words, you must first pick to pieces the main elements of appeal that the product itself possesses and the main elements of the prospect's capacities at which those points of appeal can best be directed. Then, almost automatically, the question of the medium will decide itself.

MOVEMENTS OF MAIL STEAMERS

VESSELS TO ARRIVE

Wednesday, Feb. 9.
Kauai—Maui, I. I. str.
Thursday, Feb. 10.
Maui—Claudine, I. I. str.
Friday, Feb. 11.
San Francisco—Shinyo Maru, T. K. K. str.

VESSELS TO DEPART

Wednesday, Feb. 9.
San Francisco—Matsonia, Matson str.
Hilo—Mauna Kea, I. I. str.
Thursday, Feb. 10.
Kauai—Maui, I. I. str.
Friday, Feb. 11.
Yokohama—Shinyo Maru, T. K. K. str.
Maui—Claudine, I. I. str.

MAILS

Mails are due from the following points as follows:
San Francisco—Shinyo Maru, Feb. 11.
Japan, China and Philippines—Chiyo Maru, Feb. 14.
Australia—Sonoma, Feb. 29.
Vancouver—Makura, Feb. 23.
Mail will depart for the following points as follows:
San Francisco—Matsonia, Feb. 9.
Japan, China and Philippines—Shinyo Maru, Feb. 11.
Australia—Sierra, Feb. 14.
Vancouver—Nagasaki, Mar. 3.

TRANSPORT SERVICE

Logan, due here from Panama for Ma-
nila, Friday morning.
Thomas, due here Feb. 13 from San
Francisco.
Sheridan, at Manila.
Dix sailed from Manila for Seattle,
via Honolulu, January 15.
Warren, in the Philippines
Buford, at Cristobal.

PASSENGERS ARRIVED

Per Matson str. Lurline, from San

Francisco, today: Wallace Alexander,
Miss Sadie Barrett, Father Barry,
Wm. Begg, W. L. Bergstrom, N. C.
Caum, E. L. Caum, W. H. Chapman,
Mrs. M. J. H. Chapman, Mrs. J. E.
Chilberg, Hugh Chilberg, G. W. Clise,
Mrs. G. W. Clise, Leon Cohen, Mrs.
Leon Cohen, A. F. Fisher, Mrs. A. F.
Fisher and child, Mrs. T. F. Griffin,
Allen Hamilton, Chas. F. House, Mrs.
Chas. F. House and infant, P. G.
Hugus, Mrs. Wm. Boynton, Miss B.
Faulkner, A. J. Conliffe, W. Fred

Kahn, S. B. Kemp, Mrs. S. B. Kemp
and daughter, Robert Kulka, R. E.
Lodwick, Miss D. Luckenbach, Mrs.
Edw. Luckenbach, Miss E. McGlach-
lin, Miss Ethel P. Nowell, Miss M.
Van Patten, J. W. Philbrook, Mrs. J.
W. Philbrook, J. C. Rolph, Otto
Schohl, O. W. Searcy, Mrs. O. W.
Searcy, Miss Josephine Smith, F. A.
Stanley, Geo. Webb, Mrs. M. Welch-
er, Eric Wood, Miss Barbara Wood,
A. B. Cole and Allen Jaeger.
Per Oceanic str. Ventura, from
Australia today. For Honolulu—Miss
Betty Donn, Miss D. Howard, E. Mar-
shall, S. W. Howard, W. H. Lawson,
Ambrose Pratt, Miss Coy De Trickey,
Mrs. J. D. Harris, Mrs. H. Johnson, J.
P. Harkins, Miss M. Henderson, W.
Kinkaid, Mrs. J. P. Harkins and child,
W. James, Paul Nolan and wife, Wm.
F. Kimball. Through passengers—
Harold Ashton, Gerald Cooper, Ma-
dame Constantine, Miss M. Elizabeth,
H. D. Hibbard, Montague Luke, R. J.
Lewis, A. R. Landale and wife, Mr.
McNeillage, Mrs. Magelissen and
infant, G. V. Russell, J. Smyth, J. A.
Syme, A. Thomas, Miss Thomas, Mr.
Whitstone, E. E. Whitmont, W. B.
Augey, Rev. and Mrs. A. L. Buck-
water, N. Brouganis, Miss Chiggers,
C. Coganis, Miss Eliza Dahms, G. L.
Dufty, A. Doyle, Miss M. Fitzpatrick,
Mrs. Fraser and two children, Rev.
Dr. S. Gurner, Miss Gerber, Leon
Horwitz, P. V. Kartson, H. Lazapou-
las, Miss H. Morgan, A. Mayo, W. A.
McKenzie, Mr. McShane, Mrs. McKen-
zie and child, Mrs. Jessie Nelson,
Rev. M. J. Nyland, K. A. Ostman, Mr.
and Mrs. F. Poole, P. Paaltes, S. O.
Ryden, E. McC. Stavert, Mrs. Salter,
Mrs. A. L. Thurecht, and two chil-
dren, Mrs. L. Tyrells, Miss Tyrells,
Emil G. Ullmann, A. P. Wilson, C. W.
Werner.

OCEANIC STEAMSHIP CO.

5 1/2 DAYS TO SAN FRANCISCO.

FOR SAN FRANCISCO:

Sonoma Feb. 29
Sierra March 21
Ventura April 11
Sonoma May 2

FOR SYDNEY:

Sierra Feb.
Ventura March
Sonoma M
Sierra M

C. BREWER & CO., LTD. :: :: :: General to

Matson Navigation Company

Direct Service Between San Francisco and Honolulu

FROM SAN FRANCISCO:

S. S. Wilhelmina Feb. 15
S. S. Manoa Feb. 22
S. S. Matsonia Feb. 29
S. S. Lurline Mar. 7

FOR SAN FRANCISCO:

S. S. Matsonia Feb. 9
S. S. Lurline Feb. 15
S. S. Wilhelmina Feb. 23
S. S. Manoa Feb. 29

S. S. Hilonian, Seattle for Honolulu direct, February 5, 1916.

CASTLE & COOKE, LIMITED, Agents, Honolulu

TOYO KISEN KAISHA

Steamers of the above company will call at and leave Honolulu on or about the dates mentioned below:

FOR THE ORIENT:

Shinyo Maru Feb. 11
Persia Maru Feb. 29
S. S. Chiyo Maru Mar. 10
Tenyo Maru Mar. 31

FOR SAN FRANCISCO:

Chiyo Maru Feb. 18
Tenyo Maru Mar. 7
S. S. Nippon Maru Mar. 22
S. S. Shinyo Maru April 4

CASTLE & COOKE, LIMITED, Agents, Honolulu

AMERICAN-HAWAIIAN S. S. CO. THE PANAMA CANAL LINE

A Steamer will be despatched from NEW YORK FOR HONOLULU and Pacific Coast Ports every TEN DAYS via Straits of Magellan. From SEATTLE and TACOMA, S. S. ALASKAN, to sail on or about February 13th. From Portland or to Honolulu, direct, S. S. "Kentuckian," to sail about February 24.

For particulars as to rates, etc., apply to
C. P. MORSE, General Freight Agent. H. HACKFELD & CO., LTD. Agents.

CANADIAN-AUSTRALIAN ROYAL MAIL LINE

Subject to change without notice.

For Victoria and Vancouver: For Suva, Auckland and Sydney
Niagara Mar. 3 Makura Feb. 29
Makura Mar. 31 Niagara Mar. 22
THEO. H. DAVIES & CO., LTD., GENERAL AGENTS

4 1/2 DAY SERVICE



TO THE MAINLAND